

## ABSTRACT

The invention relates to methods, systems, and programming for displaying media in a scaled manner and/or in an orientation other than an operating system displays its graphical user interface. Some embodiments lay out digital content at a virtual pixel resolution and then display a portion of the layout at a smaller display resolution by displaying images and text at scaled-down coordinates and scaled-down sizes, with the display of text being composed from a plurality of font bitmaps having character shapes and pixel alignments selected to improve readability at the scaled-down size. Some embodiments, which operate on computing systems having operating systems that display a graphical user interface in a portrait orientation, display a scaled-down representation of a web page in a landscape orientation, including displaying in such a landscape orientation scaled-down images and scaled-down text composed from a plurality of font bitmaps designed for the scaled-down size.